

Communication and Marketing Publication List for Local, State, and National Health Efforts: Nutrition, Physical Activity & Obesity

This publication list provides examples to help public health practitioners better understand how communication and marketing contribute to local, state, and national health efforts including nutrition, physical activity, and obesity. Articles were identified through a review of literature and publications referenced in The Community Guide.

***Disclaimer:** This publication list is supported by Contract No. HHSD2002015M88157B with the Centers for Disease Control and Prevention. These publications do not necessarily represent the views or official position of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention. It is provided for informational purposes only. Additionally, information and links to non federal organizations are provided solely as a service. Links do not constitute an endorsement of any organization by CDC or the federal government, and none should be inferred. CDC is not responsible for the content of the individual organization found at non federal links.*

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COMMUNICATION AND MARKETING PUBLICATION LIST

This review of the literature was completed in February 2021. Publication dates included in this document mostly range from January 2011 through February 2021. A few select earlier publications have also been included.

Key Publications on Communication and Marketing

1. Centers for Disease Control and Prevention. [10 Essential Public Health Services](#). Public Health Professionals Gateway.
2. Frieden TR. [Government's role in protecting health and safety](#). *N Engl J Med*. 2013;368(20):1857-1859.
3. Frieden TR. [Six components necessary for effective public health program implementation](#). *Am J Public Health*. 2014;104(1):17-22.
4. Frieden TR. [Ten things I wish someone had told me when I became a health officer](#). *Am J Public Health*. 2016;106(7):1214-1218.
5. Kreslake JM, Elkins A, Thomas CN, Gates S, Lehman T. [Use of mass communication by public health programs in nonmetropolitan regions](#). *Prev Chronic Dis*. 2019;16:E96.
6. Mozaffarian D, Afshin A, Benowitz NL, et al. [Population approaches to improve diet, physical activity, and smoking habits: a scientific statement from the American Heart Association](#). *Circulation*. 2012 Sep 18;126(12):1514-1563.
7. National Cancer Institute. [Making health communication programs work](#). Washington, DC: Institute; 2004. NIH Pub. No. 04-5145.
8. US Department of Health and Human Services. [Health communication and social marketing campaigns that include mass media and health-related product distribution](#). The Community Guide website. [Recommended (strong evidence) December 2010].
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Campaigns, Programs, and Interventions with Communication Components

MEDIA AND PHYSICAL ACTIVITY AND HEALTHY EATING

10. Beaudoin CE, Fernandez C, Wall JL, Farley TA. [Promoting healthy eating and physical activity: short-term effects of a mass media campaign](#). *Am J Prev Med*. 2007;32(3):217-223.
11. Dixon H, Scully M, Durkin S, et al. [Finding the keys to successful adult-targeted advertisements on obesity prevention: an experimental audience testing study](#). *BMC Public Health*. 2015;15:804.
12. Grunseit AC, O'Hara BJ, Chau JY, Briggs M, Bauman AE. [Getting the message across outcomes and risk profiles by awareness levels of the "Measure-Up" obesity prevention campaign in Australia](#). *PLoS One*. 2015;10(4). e0121387.
13. King EL, Grunseit AC, O'Hara BJ, Bauman AE. [Evaluating the effectiveness of an Australian obesity mass-media campaign: how did the "Measure-Up" campaign measure up in New South Wales?](#) *Health Educ Res*. 2013;28(6):1029-1039.
14. Kornfield R, Szczypka G, Powell LM, Emery SL. [Televised obesity-prevention advertising across US media markets: exposure and content, 2010–2011](#). *Public Health Nutr*. 2015;18(6):983-993.
15. Ritland R, Rodriguez L. [The influence of antiobesity media content on intention to eat healthily and exercise: a test of the ordered protection motivation theory](#). *J Obes*. 2014;2014:954784.
16. Van Kleef E, Shimizu M, Wansink B. [Food compensation: do exercise ads change food intake?](#) *Int J Behav Nutr Phys Act*. 2011. 8(6):2-10.

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MEDIA AND PHYSICAL ACTIVITY

17. Abu-Omar K, Rütten A, Burlacu I, Schätzlein V, Messing S, Suhrcke M. [The cost-effectiveness of physical activity interventions: A systematic review of reviews](#). *Prev Med Rep*. 2017;8:72-78.
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25. Heredia NI, Lee M, Reininger BM. [Exposure to a community-wide campaign is associated with physical activity and sedentary behavior among Hispanic adults on the Texas-Mexico border](#). *BMC Public Health*. 2017;17(1):883. [Correction: Heredia NI, Lee M, Reininger BM. [Correction to: Exposure to a community-wide campaign is associated with physical activity and sedentary behavior among Hispanic adults on the Texas-Mexico border](#). *BMC Public Health*. 2017;17(1):922.]
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28. Kamada M. [Population strategy for promoting physical activity](#). *Nutr Rev*. 2020;78(12 Suppl 12):86-90.
29. Levinger P, Hill KD. [The impact of mass media campaigns on physical activity participation on a global scale: lessons learned from the COVID-19 pandemic](#). *J Phys Act Health*. 2020;17(9):857-858.
30. Pena-Y-Lillo M, Lee CJ. [A communication inequalities approach to disparities in physical activities: the case of the VERB campaign](#). *J Health Commun*. 2019;24(2):111-120.
31. Price SM, Huhman M, Potter LD. [Influencing the parents of children aged 9–13 years: findings from the VERB campaign](#). *Am J Prev Med*. 2008;34(6 Suppl):S267–S274.
32. Rayward AT, Vandelanotte C, Corry K, Van Itallie A, Duncan MJ. [Impact of a social media campaign on reach, uptake, and engagement with a free web- and app-based physical activity intervention: the 10,000 steps Australia program](#). *Int J Environ Res Public Health*. 2019;16(24):5076.
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37. Yun L, Ori EM, Lee Y, Sivak A, Berry TR. [A systematic review of community-wide media physical activity campaigns: an update from 2010](#). *J Phys Act Health*. 2017;14(7):552-570.
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MEDIA AND HEALTHY EATING

38. Abril EP, Dempsey PR. [Outcomes of healthy eating ad campaigns: a systematic review](#). *Prog Cardiovasc Dis*. 2019;62(1):39-43.
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52. Pearson-Stuttard J, Bandosz P, Rehm CD, Afshin A, Peñalvo JL, Whitsel L, et al. [Comparing effectiveness of mass media campaigns with price reductions targeting fruit and vegetable intake on US cardiovascular disease mortality and race disparities](#). *Am J Clin Nutr*. 2017;106(1):199-206.
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62. Kuo T, Robles B, Trogdon JG, Ferencik R, Simon PA, Fielding JE. [Framing the local context and estimating the health impact of cppw obesity prevention strategies in los angeles county, 2010-2012](#). *J Public Health Manag Pract*. 2016;22(4):360-369.
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MEDIA AND OBESITY

56. Barry CL, Gollust SE, McGinty EE, Niederdeppe J. [Effects of messages from a media campaign to increase public awareness of childhood obesity](#). *Obesity (Silver Spring)*. 2014;22(2):466-473.
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64. Struthers A, Wang M. [Buzz agents in a teen-driven social marketing campaign: positive campaign attitude leads to positive changes in health outcomes](#). *Soc Mar Q*. 2016;22(3):218-235.
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MEDIA AND HEALTH PROMOTION

66. Abroms LC, Maibach EW. [The effectiveness of mass communication to change public behavior](#). *Annu Rev Public Health*. 2008;29:219-234.
67. Anker AE, Feeley TH, McCracken B, et al. [Measuring the effectiveness of mass-mediated health campaigns through meta-analysis](#). *J Health Commun*. 2016;21(4):439-56.
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77. Morley B, Niven P, Dixon H, et al. [Population-based evaluation of the 'LiveLighter' healthy weight and lifestyle mass media campaign](#). *Health Educ Res*. 2016;31(2):121-135.
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MASS MEDIA INTERVENTIONS – OTHER SPECIFIC HEALTH-RELATED TOPIC AREAS

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90. US Department of Health and Human Services. [Motor Vehicle Injury – Alcohol-Impaired Driving: Publicized Sobriety Checkpoint Programs](#). [Recommended (strong evidence) August 2012].
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